

# Safe Infant Sleep Resources

Download our free postcards! Learn about the American Academy of Pediatrics' safe sleep recommendations to reduce the risk of SIDS and other sleep-related infant deaths for baby's 1st year.

## Baby BEAR Discusses Safe Sleep

**Baby *BEAR* wants your baby to sleep safely**

Dear Parents and Grandparents, Good news! When it comes to safe sleep, you have the power to make a difference!

Free safe sleep mobile phone app! Search for **SIDS info**

**B** is for Back: Babies should be placed to sleep on their **Back!**

**E** is for Empty: Cribs should be **Empty!** No pillows, bumpers, blankets or stuffed animals in it! Not even bears like me!

**A** is for Alone: It is safer for baby to sleep **Alone** in the crib, not in your bed! If you bring baby into your bed for feeding and comforting, remove all pillows and blankets from the area. When you are ready to sleep, put baby back in the nearby crib.

**R** is for Room: It is safer to share your **Room** with baby, not your bed!

**S** is for keeping baby away from smokers: **No smoking, please!**

Information is for the first 12 months of life.  
Website: [www.rwjms.rutgers.edu/sids](http://www.rwjms.rutgers.edu/sids) Questions: 732-249-2160

Based on the safe sleep guidelines of the American Academy of Pediatrics. The SIDS Center of New Jersey (SCNJ) operates under a grant from the New Jersey Department of Health. Program based at Rutgers Robert Wood Johnson Medical School and the Joseph M. Santer Children's Hospital, Rutgers-Robert Wood Johnson Health.

English  
Español

## Dear Parents & Grandparents

**Dear Mom, Dad, Grandma & Grandpa,**

To keep me safe when I sleep, please...

- Place me to sleep on my back!
- Share your room, with me safe in my crib, bassinet or portable crib. I'll be near your bed so you can still see, hear and touch me! Sleeping with me in bed or on a sofa can be unsafe. You can accidentally roll over on me, and I can suffocate in soft bedding.
- Keep bumpers, pillows, blankets, quilts or stuffed animals out of my crib! Use a firm and flat mattress covered with a fitted sheet.
- Make sure nobody smokes in our home or wherever I am.
- Breastfeeding is best! If you bring me into your bed to feed me, keep your pillows and blankets away from me. When you are ready to sleep, it is safest to put me back into my nearby crib.
- Tell my doctor what I said! My Doctor will say I am a very smart baby!

**With Love, From Your Baby!**

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## Contact us

To schedule a free webinar, request resources, or with any questions  
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